

HOW TO LAUNCH YOUR PODCAST & GAIN TRACTION IN 7 DAYS OR LESS



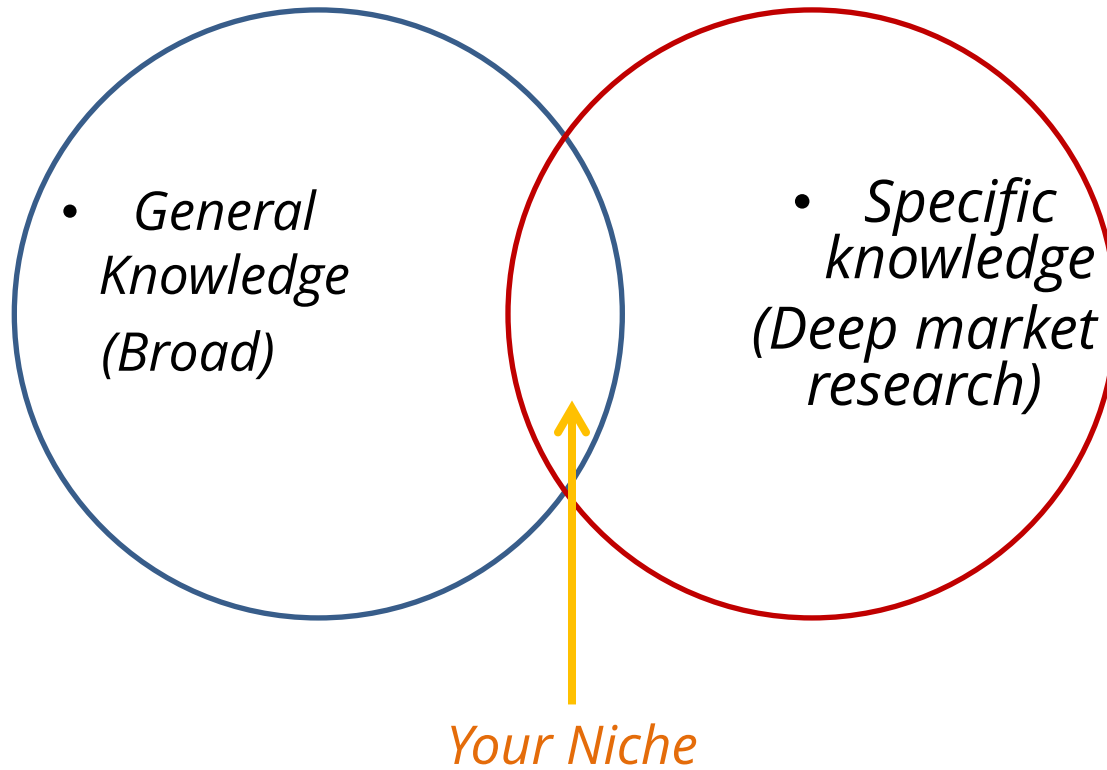
HOW DO I KNOW THIS IDEA IS WORTH IT?

- *Let's talk about NICHING...*
- *A niche is a description of how an entity, an organism relates to its physical environment.*
- *A niche is to help you find your place in an ecosystem.*
- *If you ever saw an opening in a wall, and a lizard trying to fill it, that lizard has found its niche in that wall.*

HOW DO I KNOW THIS IDEA IS WORTH IT?

2 TYPES OF NICHES

- *Fundamental Niche – specific to you without “competition”*
- *Realised Niche – occupying this space along with others*



FINDING YOUR NICHE

amazon.com[®]

udemy

Google

Keyword Planner



Groups

You
Tube

HOW DO I KNOW THIS IDEA IS WORTH IT?

- *Let's see an example on Amazon...*
 - *RELATIONSHIPS*

- *Write down 3 ideas you have for your podcast*
- *Pick one of those 3 ideas*
- *Jump on Amazon and type it on the search box
(and check the book section)*
- *Check the reviews*
- *Use the negative reviews to find what is missing*
- *List them out*
- *Which of these can you solve with your idea?*
- *This is your podcast niche (to start)*

- *Relationships*



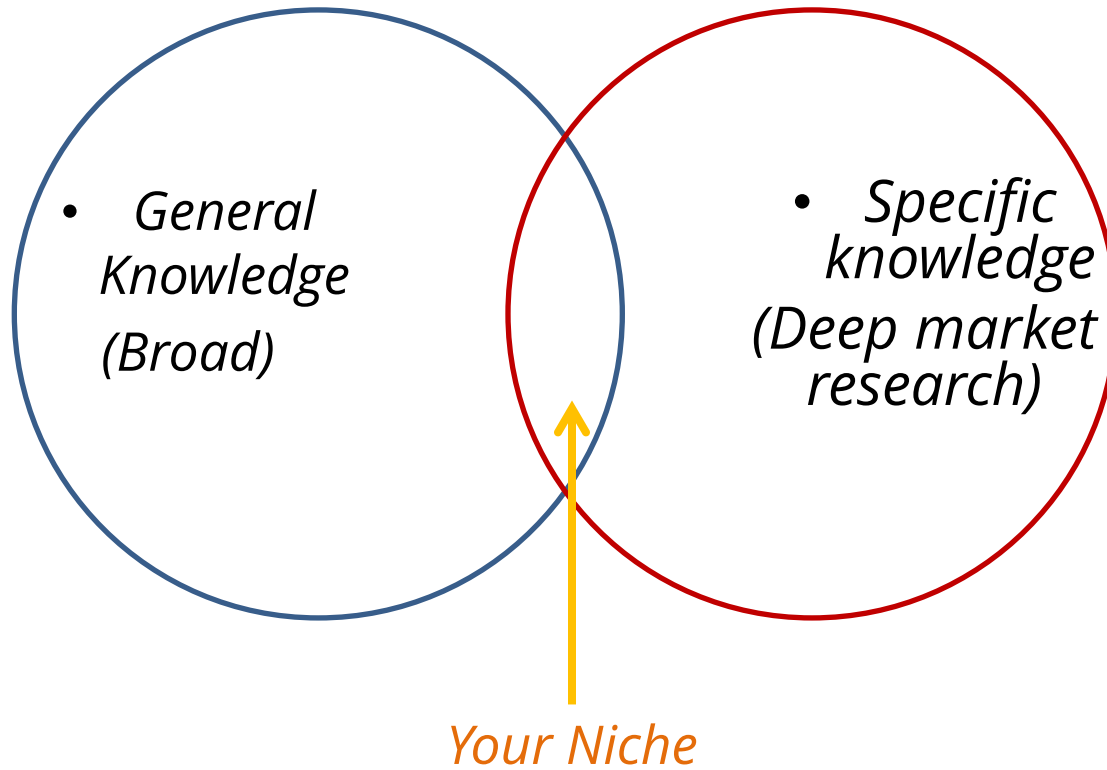
- *Men*



- *Psychology of the male mind / dynamics of relationship with men*



- *Writer has good intentions but I got nothing out of this book. - Didn't deliver on results*





THANK YOU

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